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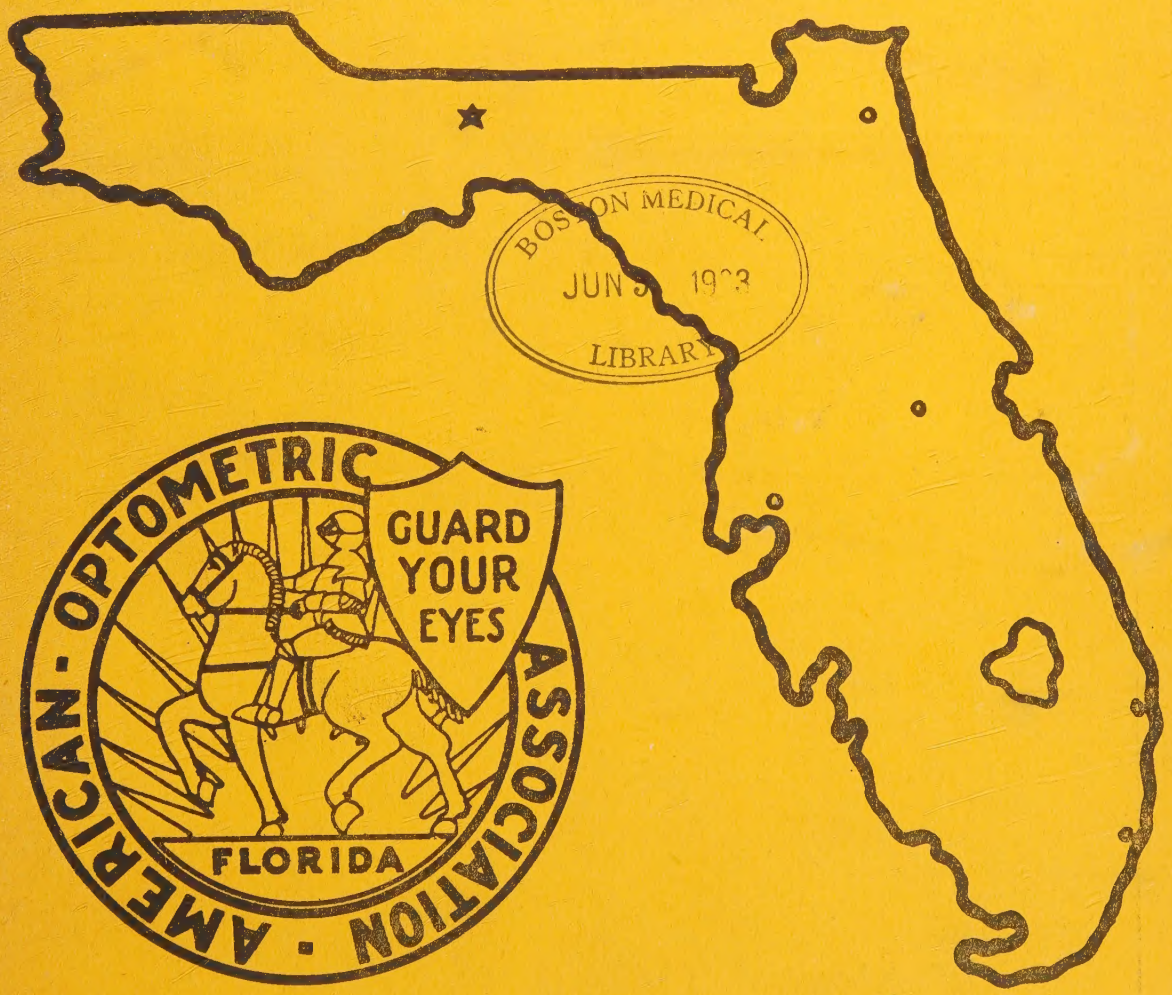
The FLORIDA OPTOMETRIST

VOLUME 4 OCTOBER-NOVEMBER 1947 NUMBER 5



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The Florida Optometrist

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VOL. 4 OCTOBER-NOVEMBER 1947 NO. 5

THE FLORIDA OPTOMETRIST
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The Florida Optometrist is published with the view of advancing the welfare of Optometry in Florida. The editors will appreciate your comment and suggestions. Manuscripts and correspondence should be addressed to the editor, Dr. R. Hilton Pemble, 408 Hall Building, St. Petersburg, Florida.

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Editorial

YOUR STATE AND NATIONAL ASSOCIATION

Sometimes I wonder if it should not be compulsory to be a member of your State and National Association.

You ask yourself, why should I join anyway? There are any number of reasons and as many more excuses.

I am not interested in excuses, for I feel no Optometrist has the right to an excuse when he takes no part. If you really want to kick about the way things are run, get on the band wagon, air your complaints, and a great many times when you get all steamed up you will find you have no complaint at all.

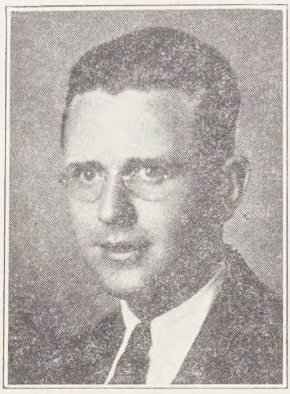
Reasons are second cousins to excuses. Take your pencil and write down all the reasons you can think of. Don't keep these to yourself, send them to us. By doing so you will find an answer, and all will benefit.

Here are a few reasons why you should be a member.

1. UNITY, means strength. Strength in education; strength in public opinion; strength in action.
2. I am interested in the advancement of

(Continued on Page Fourteen)

Biographical Sketch



Arthur S. Kitchen, Opt. D., Davey-McMullen Bldg., 12 South Fort Harrison Ave., Clearwater, Fla. Residence: 318 Lincoln Ave., Clearwater, Fla.

Born April 23, 1897 at Chatham, N. Y. Moved to Waverly, N. Y. in 1899 and received his early education there.

Graduated in June 1920 from the School of Optometry at Columbia University.

Left Columbia University in middle of course to enlist in the Army in World War I serving as an aerial photographer and returned to Columbia University to complete his course after discharge. Post graduate work at Philadelphia Optical College. Practiced for one year in Harrisburg, Penna. and returned to Waverly, N. Y. to become associated with his father in practice there. Five years later upon retirement of his father, he moved to Clearwater, Florida where he is still in practice. Licensed in New York, Pennsylvania, Ohio and Florida. Married Marion D. Huntting of East Hampton, Long Island on August 2, 1922. Has two children, Mrs. J. B. Skinner of Dunedin, Florida, and Ned Kitchen, a student at Northern Illinois College of Optometry and a three weeks old grandson, Charles B. Skinner.

Served three terms on the Florida State Board of Optometry and served as President and Secretary of the Board during this time. Also served as vice-president and is now secretary of the Florida Optometric Association. Was author of much of the present Florida Optometric Law and worked for passage of same. First editor of "Florida Optometrist" serving for nine years. Formerly member of I.B.B. and of the Board of Governors of the Research Council of Optometry.

Is member of the Pinellas County Optometric Association, Florida Optometric Association, American Optometric Association, Optometric Extension Program, Epsilon Psi Epsilon, Phi Kappa Sigma and Beta Sigma Kappa Fraternities, Fellow of the American Academy of Optometry.

Member of American Legion, Clearwater Yacht Club, Masons, Clearwater Country Club, and Rotary Club having 100% attendance record for 19 years therein and was President of the Clearwater Rotary Club in 1931-32.

Hobbies: Fishing, golf, bridge and the advencement of Professional Optometry.

The Florida Club N. I. C. News

Members, guests and new students gathered for a dinner meeting at Cook's Restaurant. This proved to be the most informative and interesting of our meetings to date.

Guest speakers were Dr. Frederick Kushner, prominent Optometrist of Chicago, and Dr. F. M. Whitsell, noted Ophthalmologist and associate of Dr. Kushner. It was indeed interesting to hear these men relate the story of their success as associates.

Mr. Flynn made the opening remarks and then introduced Dr. Kushner. Dr. Kushner gave a short summary of Optometry's growth and the progress that is being made in Optometry, and pointed out that the field of medicine and optometry both have a job to do, without encroaching on each other's field. Dr Kushner then introduced Dr. Whitsell as Optometry's friend.

Everyone present was impressed with the deep sincerity in which Dr. Whitsell spoke of his interest in optometry and his belief in optometry's role in working hand in hand with medicine for the welfare of the public. Dr. Whitesell spoke frankly of the shortcomings of both optometry and medicine and expressed the hope that both sides would cast aside their prejudices and recognize the advantages that can be obtained by a closer association. He illustrated many advantages for both the ophthalmologist and the optometrist by listing examples in his association with Dr. Kushner. He pointed out the financial advantage and also the increase in service that such an association would offer the public.

The meeting was then opened for questions and discussion.

1947 - 1948
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Patient Control

Applied Psychology Of The Optometrist

By HARRY E PINE, D.O.S., F.D.S.F.O.
Past President Optometric Assoc.

EDITOR'S NOTE

By Special permission from Harry E. Pine, D.O.S., F.D.S.F.O., Past President of the American Optometric Association we are privileged to republish serially in the Florida Optometrist his "Applied Psychology for the Optometrist" published in booklet form in 1939 and copyrighted by The Professional Press, Inc of Chicago.

In the May-June issue we published the "Foreword" and his "One Dozen Rules for Success." In this issue we are publishing another chapter from this interesting booklet entitled "The Reception Room."

The Editor.

THE RECEPTION ROOM

Our office should be as well equipped as we can afford to equip it. The reading matter on the reception room table should be high class publications. We don't want waiting patients to be thinking in terms of five and ten cent store movie magazines. A cheap atmosphere in our establishment invites cheap thinking by the patients. We should not, however, go to the other extreme and overdo it by furnishing our reception room in such gradeur that it will frighten away the average man, who may conclude after seeing the office that he cannot afford to pay even his proportionate share of the cost of hand carved furniture and Persian rugs. The office can be furnished in simple good taste, and made attractive without be ostentatious.

Those who haven't nice things at home enjoy being in nice surroundings. Those who have nice homes insist on the niceties of life outside as well. If we aim at the boss we may also hit the office boy. He may be proud to go to the same doctor his boss goes to, but it doesn't work the other way round. Of course, the office boy's eyes are as valuable to him as the the boss' eyes to the boss, and we hope to care for both; and by setting our stage properly we may get both. We won't build up any higher class following than we make a play for.

A Good Assistant Is an Asset

Many optometrists (the writer among them) have found an assistant or receptionist almost indispensible. A well-trained assistant will be found to be a good investment in prestige, as well as invaluable in keeping record files alive and caring for the hundred-and-one little things which otherwise would have to have our personal attention.

In the opinion of the writer, a mature woman is to be preferred to one of the jitterbug type. A mature assistant inspires in the visitor a feeling of confidence in the establishment. When your phone rings, your receptionist should answer in a pleasant voice, "Dr. Blank's Office." If the caller expresses a desire to speak to you, she should inquire, "Do you wish to make an appointment?" This also, of course, is a part of handling the patient, educating him to the fact that having one's eyes examined is an important matter, and that an appointment is necessary. If the patient calls at the office in person substantially the same conversation takes place.

The assistant should obtain the name of the caller, and also the name of the person who referred him. She sould then turn over to you the record card of the person referring the patient. This is important. The old saying "birds of a feather flock together" is true. Those with incomes of a thousand dollars per year usually flock with others of like income. Fifty thousand dollar a year men usually know and refer others in somewhat the same income brackets. The new patient very often knows what was charged the one who referred him and wouldn't consult you if the charge was more than he could or would pay.

Glasses or Eye Service?

Occasionally you or your assistant may be asked the question, "What do you charge for glasses?" Hold out your hand and say, "Have you the prescription with you?" and then wait. You will find that the prospective patient has lost the ball. Now you are asking the questions, and this one the patient cannot answer. He will probably reply, "Why, I haven't any prescription;" then you can reply, "It will be necessary to examine your eyes, Mr. Blank,

before that question can be answered, as the lens laboratories charge me in accordance with the character of the grinding necessary to compound your prescription. Some lenses are more difficult to grind than others and consequently cost more." Notice the choice of words here; it suggests that all lenses are difficult to grind, but some are more so than others. "It will require a complete eye examination to determine your exact requirements." You have told the patient the exact truth and have turned his train of thought from shopping for glasses to having a complete eye examination to determine his requirements.

Be sure that you have the proper spelling and pronunciation of your patient's name, use it with reasonable frequency during his visit and impress it on your memory so that you will remember it. Many people resent having you fail to remember it and conclude that you attach very little importance to them or to their visit if you can forget them so quickly.

What Motivates Buying?

Psychologists tell us that there are but few basic reasons why any of us ever buys anything, and that all our spending is actuated by one or more of the following reasons:

1. Desire for comfort and safety.
2. Hope of profit (increased earning power).
3. Convenience.
4. Desire to impress our friends.
5. Pride of ownership.

Dale Carnegie says that we never do anything we don't want to do. At first glance this seems to be a ridiculous statement, for to each of us there will occur instantly a number of things we feel we are forced to do almost daily, not because we want to but because we must. Let us see if this is true. You don't want to get up on a frosty morning and go to the office? You feel you are safe in saying that this is against your will? You are wrong. You go because you know that if you stay in bed you won't be on hand to make those four refractions for which you have appointments, and to deliver Mrs. Jones' glasses. You want to stay in bed, but, because of your professional duties, you want even more to get up. If this were not so you would not get up.

The same reason applies to the wearing of glasses. We feel that no one wants to wear glasses. We are wrong. The patient's knowledge that he can't see, or has headaches without his glasses, makes him want to wear glasses and see in comfort more than he wants to go without glasses, otherwise no one would wear them.

If we go back to the reasons why we spend money we will find that in optometry we are e.g., concerning the details of the duties of his fortunate in being able to appeal to all five reasons, and, in the average case, in about the order named. We are more fortunate in this regard than we realize, but we do not take full advantage of the possibilities.

A Preliminary Chat Is a Good Idea

Many successful optometrists find it an advantage to escort the patient first in a consultation room in which there are no optometric furnishings of any character, simple desk, chairs and bookcases, where the subjective symptoms are noted and a few moments spent in what may appear to be idle conversation, but which, in reality, is a very valuable opportunity to observe the patient. Much can be learned in this short observation. If the patient has spoken of "getting glasses" it will be found to be a very good idea to ask the challenging question: "What makes you think you need glasses?"

The patient probably has the almost universal dislike for spending money for glasses. He knows that they are an expense and a nuisance to look after; he resents the whole idea of the need for them. Probably he came with the expectation that you would try to sell him glasses whether he needed them or not, and here you have turned the tables on him and he is now in a position where it is necessary for him to sell you on his need for glasses. In order to justify his first remark about "getting glasses" he will think up and advance every reason he can to prove to you that he needs glasses, and while selling you he sells himself.

Listen to the Patient's Story

Do not object if the patient goes far afield in his talk. Make notes, and attach appropriate importance to his remarks. Get him to talking about himself and his troubles. The more we learn about him, his work and his problems, ocular and otherwise, the better chance we will stand to help him solve them. Why shouldn't he be allowed to talk? He is entitled to talk; he is paying the bill. If we give the patient a chance to tell all his difficulties, while he may tell a great deal of little importance at the time, we will engender in him a feeling that now we must know what his trouble is, because he has told us himself.

We should make notes of his hobbies as well as his occupation. This knowledge will not only assist us in caring for his ocular needs more competently, but will give us points of friendly contact which will cement the patient more firmly for the future. Find out what he is interested in; ask him a few leading questions,

(Continued on Page Fifteen)

Early History of Contact Lenses

By DR. N. P. GARDNER, Miami

This state and every state in the union is being subjected to high pressure campaigns on contact lenses by various manufacturers who claim their product is superior in one way or another to their competitors. Either the lenses are easier to fit, a wider selection of lenses is offered or new curves have been developed on the lenses.

Some advocate molding the eyes with anaesthesia, some advocate molding without anaesthesia and some advocate no molding is necessary.

Courses are offered which will qualify you to be a contact lens fitter in anywhere from two days to three weeks of instruction—either by personal attendance or by mail.

Upon completion of most of these courses, an investment of $200.00 or more is required in order to commence the fitting of these lenses. This sum is for a sample lens set, supplies and other miscellaneous items such as pliers, calipers, grinders, heaters, etc.

Including the cost of the course and the time away from one's practice, this investment easily runs over $500. Surely, this is a subject that should be discussed even from the investment point of view.

The public is being bombarded by radio, magazine and press releases on contact lenses and as 70% of the public who have visual problems turn to the optometrist for eye care, this becomes an optometric problem.

I have been interested in contact lenses for almost ten years and have been fitting them for the past five years. I have taken a number of courses in the fitting of these lenses by different procedures mainly to keep pace with any new developments.

In the past year, many optometric schools such as Columbia, Penn State, N. I. C. O. and probably others have instituted post-graduate courses in the fitting of contact lenses.

At a meeting of contact lens practitioners, which I attended two years ago, it was decided there are three groups of contact lens fitters.

Group No. 1. Those are individuals, who upon completion of their contact lens course and upon receipt of their test lens set and the materials thereto, fit a few cases which they probably had lined up beforehand and actually get some perfect fits.

The lenses fit perfectly, the fluids give adequate wearing time and the patients are very happy. This individual promptly discontinues his visual training and the fitting of glasses. We have lost an optometrist but we have gained a contact lens specialist.

Group No. 2. In this group we have the same picture except that in this case the first two patients are not very happy. The lenses don't fit well, the wearing time is inadequate and the complaints are annoying because of their frequency.

These individuals have a simple solution to their problems. An ad appears in the Optometric Weekly. It states "Contact lens set and materials for sale, make an offer."

Group No. 3 is the group that is between the other two groups. They realize the place contact lenses have in an optometric practice. It is the procedures and problems of this group that I will discuss with you.

This year we are celebrating the 121st anniversary of the contact lens. Sir J. F. Herschel, an English astronomer and physicist, developed a contact lens for the protection of the cornea from trachoma, a lid disease. He also was the first to suggest a solution to be worn inside the lens, recommending a transparent gelatin which, however, was unsatisfactory. Being a mathematician, he developed corrections for astigmatism by means of contact lenses also.

The field lay dormant for sixty years until F. A. Mueller, an artificial eyemaker of Weisbaden, Germany also made artificial coverings for corneal protection.

In 1887, a Swiss physician, Dr. Eugene Fick, was the first to use the term "contact lens." He experimented by molding the eyes of rabbits and cadavers and finally molded his own eyes. He collaborated with Carl Zeiss, a lens maker, on the optical properties of contact lenses. He also was the first to work with solutions for tolerance.

August Mueller, a medical student of Kiel, Germany, who himself was a 14 diopter myope, corrected himself to within ½ diopter with contact lenses. Mueller inserted his lenses under water to eliminate air bubbles but because of molding imperfections was not able to wear them very long and could not obtain much tolerance.

Dr. Joseph Dallosch of Budapest, Hungary and Sulzer, in 1892, made slight improvements

over the other lenses made at this time but they also were not perfect.

Lack of proper design forced the abandonment of contact lens experimentation for a number of years. During this period, a Professor D'Or of Lyons, France, suggested the use of a physiological saline solution (.9% NaCl) and this was the most widely used solution until the advent of the modern so-called "buffers," introduced within the last ten or twelve years.

In the beginning of the twentieth century, F. A. Mueller and Carl Zeiss continued their experiments. Carl Zeiss made a ground contact lens of glass and F. A. Mueller a blown contact lens similar to the front of a glass eye. These lenses were being made until 1932. The life of the glass contacts were the same as an artificial eye, about 8 to 18 months. No tolerance of any extent could be had as the adjustments in fitting could not be made after being blown or molded.

Dallosch experimented with a molding material and developed Negacoll, which was the first fairly satisfactory molding material and was used almost to the present time.

About 1930, a man named Mullen developed the plastic lens and became associated with Obrig. This country then became the leader in contact lens experimentation. A further development was the introduction of Moldite, a material which could be applied to the eye at room temperature and is used today in practically all contact lens and artificial eye molding.

There are two basic problems in contact lens fitting. One is lens design and the other is the selection of fluids for adequate wearing time. Let us consider lens design first.

The early types of contact lenses were designed basically to clear the cornea and rest at some point beyond the limbus. As the eye was considered to be spherical by these early investigators and as glass was the only optical material used, these lenses were either ground or blown into spherical form.

The lack of success in the fitting of these lenses was attributed to the absence of a satisfactory fluid. This was only partially true as later investigators attempted to design spherical contacts and although more favorable fluids were available, they were likewise unsuccessful.

F. A. Mueller, the artificial eyemaker, considered the fluid problem so great a handicap that he designed a contact lens that fits directly on the cornea and does not use any fluid. Many servicemen, who have returned from Germany wearing these direct corneal bearing contacts, report excellent tolerance and unlimited wearing time. These lenses are made of glass, circular and have a centrally placed corneal section upon which the prescription was ground. As no molds were taken, these lenses undoubtedly were stock lenses and made in various sizes to conform to the manufacturer's specifications according to his experience with eyeball dimensions.

They seemed to be toric in design. The outside of the corneal portion was ground in one continuous curve until it joined the scleral curve. The inside had three transitional curves, the first blending the curve of the portion touching the cornea, with the zone over but not touching the cornea, the second blending this curve with a curve designed to clear the limbus and the third curve blending with the scleral portion.

This lens is placed on the eye dry and has only a very thin layer of tears beneath it. This is the fluid that normally covers the cornea.

Most present day investigators are convinced that the fluid problem is responsible for much of the limitations of the wearing time of the present day contact lenses. The Mueller design therefore, is being subjected to much research. Feinbloom is at present carrying on some research based on the Mueller principle. So is Dr. Dallosch, who is at present in England. He was the discoverer of Negacoll, the first satisfactory molding material.

The effect of these lenses on corneal tissues is being carefully studied. If they should prove to have no harmful effects, improvement, in design will make this type of lens very satisfactory for general use. Its contra-indication in keratoconus is self-evident.

According to Feinbloom, the reason the Mueller design lenses are tolerable to corneal touch is that there is no impact as the lens is always on the cornea.

After the introduction of Negacoll for molding, lenses were blown to the contour of the molds. This was a major step forward in contact lens design. Wearing time increased with this type of lens over the older types, proving the fact that proper design is a major factor in contact lenses. It verified the premise that a lens will be more comfortable on the eye if the fit is satisfactory. Even this lens was limited in its qualifications due to it being made of glass and adjustments were difficult

(Continued on Page Fifteen)

SOUTHEAST FLORIDA ASSOCIATION MAKES SPLENDID PROGRESS

The Southeast Florida Optometric Association now has forty nine out of a possibe fifty doctors within its membership.

The group which was recently re-organized is headed by Dr. R. R. Bradford president; Dr. J. M. Weddersheim, V-Pres.; Dr. Marshal Wright, Sec-Treas.; and on the Board of Governors, Dr. M. W. Pace. Dr. N. G. Moren, Dr. L. Glickstein, and Dr. A. C. Wilhelm.

The cooperations within the membership was shown with the adoption of the first step in their code of ethics, that being: Members of the Southeast Florida Optometric Association shall not permit the display of their names in any city, commercial, telephone or other public directory, using any type which is in any way different from the standard size, shape or color of the type regularly used in such mediums. Members shall not permit their names in any directory under another heading than, Optometrist.

This point was immediately complied with by every member notifying the telephone co. to cancel all display advertising and to be listed under a special heading of the Southeast Florida Optometric Association Seal.

It is interesting to note that the Association requires attendance at all meetings, failure to attend two consecutive meetings makes a member liable to suspension.

OPTOMETRISTS CONSUME OPHTHALMIC MATERIALS

When glasses are prescribed by an optometist, the material consumed in making the glasses, interprets his findings.

Lenses, temples, frames, mountings, and centers, represent the materials that an optometrist uses to correct a visual condition, just as artificial teeth, porcelain, plastics, gold and silver represent the materials that a dentist uses to correct an oral condition.

Glasses that are especially prescribed for an individual patient by an optometrist, cannot be classified as a commodity, any more than a denture prescribed by a dentist, could be classified as a commodity.

Optometrists render professional services. Professional knowledge, skill, and time are required for an examination and refraction, whether it is visual training or a prescription for glasses. The fee an optometrist charges for his service includes the cost of material consumed when glasses are prescribed.

LETTER FROM STATE BOARD

Your State Board has received specimens of newspaper and other advertising matter, together with complaints, indicating that some optometrists throughout the State have been violating either the advertising section of our optometry law or Sec. 7 of the rules and regutions set up by the Board for the practice of optometry as authorized by the optometry law.

Sec. 463.14, Fla. Statutes 1941, which is the advertising section of the optometry law, reads as follows.

"It is unlawful for any person, firm or corporation to offer any gift or premium or discount in any form or manner in conjunction with the practice of optometry in order to secure patronage, or to advertise either directly or indirectly by any means whatsoever any definite or indefinite price or credit terms on prescriptive or corrective lenses, frames, complete prescriptive or corrective glasses or any optometric service; to advertise in any manner that will tend to mislead or deceive the public; to solicit optometric patronage by advertising that he or some other person or group of persons possess better qualifications or are best trained to perform the service or to render any optometric service pursuant to such advertising."

Sec. 463.05 Statutes of Fla. 1941, reads in part as follows.

"The Florida state board of optometry shall enforce this chapter and prosecute all violations of this chapter and make rules and regulations not inconsistent with the provisions of this chapter, governing the practice of optometry, and make such other rules and regulations to carry out the provisions of this chapter as it may consider necessary to the proper performance of its duties."

Pusuant to said Sec. 463.05 quoted above, the State Board has promulgated Rule 7 which reads as follows:

"No optometrist shall use any newspaper, magazine, program, radio or other medium of advertising known as display advertising. A two inch one column professional card may be permitted as an ethical announcement."

You are therefore earnestly requested to check any advertising you may be doing to be sure it comes within the scope of the optometry law, and further requested to change or discontinue any item which may not be in keeping with the above. Your board is most anxious that each optometrist shall practice our profession in an ethical manner as well as conform to the law governing the practice of optometry in Florida.

DISAGREES

I cannot agree with the Optometric Extension Program article appearing in the September 15, 1947 edition of the Optical Journal and Review of Optometry in regard to a subtitle for Optometry as "Vision Specialists." Actually, I believe the title of Doctor of Optometry sufficient. But, if we must use a subtitle, let us refrain from anything that may leave in the minds of the public an idea that an Optometrist is anything but a specialist of the eyes.

We study for years on all phases of the eye and to a great extent on the workings of the human anatomy, thus we are entitled to the Doctor degree.

Too often we hear an individual ask, "Can you recommend an eye doctor?"

We must emphasize that we are "eye doctors."

When I examine, prescribe, and fit a person with spectacles, or contact lenses, or refer the patient for visual training, I am performing a physical and psychological service. It is the end result which counts.

As for recognition of pathology, as Optometrist we receive sufficient training as an undergraduate and in postgraduate studies to recognize any abnormal conditions. And if our ophthalmoscopy and external examination does not show a pathological condition, it often makes itself known during the regular routine of refraction.

Optometrist—let the public learn—that he or she is one who **SPECIALIZES** in the examination of the **EYE** capable of recognizing pathology and determining a refractive correction, and as part of a service prescribes corrective glasses, contact lenses and visual training. Dr. of Optometry.

Dr. S. G. Schneider
528 Lincoln Rd.
Miami Beach, Fla.

OPENS NEW OFFICES

Dr. Charles L. Persons has recently opened a suite of offices on the fifth floor of the Sanford Atlantic National Bank Building, Sanford, Florida.

A graduate in the December class 1940 of the Northern Illinois College of Optometry, Dr. Persons practiced in Miami and St. Petersburg before entering the U. S. Army medical department. He was in the service 44 months, of which 22 months was spent overseas and during that time he was Sergeant Major of the 12th Hospital Center Headquarters in Malvern, England. Upon separation he became associated with Dr. John R. Keene, Orlando, and was with him for 16 months.

His reception room is furnished in light wood. Chairs are upholstered in solid pastel shades. The drapes are of matching pastel stripes and the rugs are a neutral color. The refracting room is completely air-conditioned and is furnished in mahogany, maroon drapes with green and red asphalt tile floor. His Laboratory room and colored reception room are adjoining.

Dr Persons is a member of the American Optometric Association, Florida Optometric Association and the Omega Epsilon Phi Optometric Fraternity. Before moving to Sanford he was Secretary-Treasurer of the Orange County Optometric Society.

VANCE RETURNS AFTER YEAR AS GROTTO MONARCH

Having completed his one year tour of duty as grand monarch of Grottos, Dr. A. S. Vance is now back in practice, located in the Rutland Building in St. Petersburg, Fla.

Dr. Vance, accompanied by his wife, Dr. Anastasia Vance, also an optometrist, traveled 40,500 miles and visited all the states, Mexico and seven provinces of Canada.

He and Mrs. Vance were gone eleven and one half months, traveled 25,000 of the 40,500 miles by automobile and the rest by train. Besides the regular visitations, Dr. Vance directed the humanitarian work of the Grotto, saw $200,000 raised for this effort. Another sizeable amount was raised for the Cancer drive. He also initiated as members of the Grotto several governors, including Thomas E. Dewey, of New York.

Upon completion of his term of office he was made president of the Past Grand Monarchs Association of North America.

DR. ATKINSON OPENS PROFESSIONAL OFFICES

Dr. Wilson C. Atkinson, Jr., optometrist, has opened professional offices at 60 North Federal Highway, Dania. Dr. Atkinson, a graduate of the University of Pittsburgh, also attended the Northern Illinois College of Optometry, where he did graduate work on visual training. Before coming to Dania, Dr. Atkinson practiced in Homestead, Pennsylvania, for eight years. His wife is also a graduate of the Northern Illinois College of Optometry. They have two children, Wilson III, and Paul Douglas. The Atkinson family intends to make Dania their permanent home.

American Optometric Foundation

November 15 was the opening date for the nation-wide membership drive of the American Optometrical Foundation with a minimum goal of a million dollars for aid to education, research and professional advancement in optometry, according to Dr. William C. Ezell, president, Spartangburg, N. C.

Optometrists throughout the country who will lead the million-dollar drive will have the necessary printed literature, forms and campaign plans which have been in preparation since the launching of the Foundation was announced at the Golden Jubilee Congress of the American Optometric Association at Atlantic City, N. J., in June.

Every state optometric association president has been asked by Dr. Ezell to appoint a state director to organize the drive within his state. Each of the seven regions will be supervised by an officer or director of the Foundation. Voluntary workers will be charged with the responsibility of seeing that every practicing optometrist in the nation is reached personally with accurate information about the Foundation and solicited for membership.

"We are about to get underway with plans which have been in the making for more than ten years," said Dr. Ezell, who, as past president of the Optometric Association and chairman of the committee which developed the Foundation, has been leader of the movement to establish for optometry a Foundation comparable to that found in every other leading profession.

"Our objective is to strengthen the profession of optometry by making funds available for worthy students of optometry, through scholarships, fellowships and loans; for research in optometric and related problems, through grants to educational institutions and individuals, for worthy optometrists who need help in starting ethical professional practices, through loans; for preparation of needed optometric textbooks; through grants in aid; and for similar purposes which will advance the profession.

"American Optometric Foundation is a non-profit membership organization, and it has been set up in such a manner that every optometrist, regardless of his means can take part in furthering its worthy purposes. Through Life Memberships at a minimum of $500 each, a permanent fund will be raised to be kept in investments, under the strict provisions governing foundations, with only the income therefrom to be used to accomplish the purposes of the Foundation. Through continuing Active Membership of $15 a year funds will be accumulated for immediate use in administering the Foundation and getting projects started."

Dr. Edmund F. Richardson, president of the American Optometric Association, has appointed the A. O. A. Board of Trustees as a committee to aid the Foundation in its drive. "One of the major objectives of the A. O. A. for this year is the promotion of the American Optometric Foundation," he said.

At present the Foundation is being administered by its officers, all of whom serve without pay. The officers are:

Dr. Ezell, president; Dr. John J. Brady, Sheldon, Iowa, vice president; Dr. Walter I. Brown, New Bedford, Mass., vice president; Dr. Harold V. Hutcheson, Tarrytown, N. Y., secretary; and Dr. Frederick A. Stengel, Marion, Ohio, treasurer. The Board of Directors consists of the officers and Dr. Leslie Burdette, Salem, Oregon, and Dr. Weston A. Petty, Lubbock, Texas. Harold Kohn, New York, N. Y., who has for many years served as legal counsel for the American Optometric Association and the New York State Optometric Association, is counsel.

After the first year officers and directors will be elected by members of the Foundation.

Organization of the Foundation has been hailed as the most important step in the history of the profession. It is expected that as optometrists demonstrate their willingness to make contributions to establish and maintain the Foundation, grants may be sought and obtained from the estates of wealthy individuals outside the profession and from other foundations set up to aid worthy causes. Dr. Ezell said that this has been the experience in medicine, dentistry, law, education and other professions in which similar Foundations have long been in operation.

"Here is an opportunity for every optometrist to begin his charity at home—to contribute to a cause that will benefit his own profession, and hence himself," said Dr. Ezell. "Both Life and Active Membership contributions are deductable from federal income taxes, and from state taxes in most states.

The Future of Optometry

ROBERT L. DEWEY, O .D.
Director, The Council on Education
of the Pennsylvania Optometric Assn.

The Optometric Association advises the schools, the industries and the general public that the men of the profession are the best prepared to care for the visual needs of the individual, but it is the responsiblity of the individual optometrist to keep himself prepared to meet the demands for his services.

The future of Optometry rests in the hands of the individual optometrist, and the future of the optometrist is in education.

Few if any of the specialized services have advanced as far or as rapidly as has optometry since its inception. This advancement has been particularly noticeable during the last two decades. The world is in an era of specialization and mankind is thinking in terms of the specialist and since the individual is thinking in this way, the specialist must be prepared to meet the task set before him.

Vision is such a vast subject that only a specialist can evaluate the discoveries and put them to good use. The vision specialist has the welfare of humanity to consider at all times and the demands upon him are far-reaching. The day when a refractionist could do his job merely with lenses, and when his knowledge was confined to the field of optics, has passed and will never return. Today the optometrist's education must include a complete background of optics, and in addition, he must be well versed in the anatomy and physiology of the eye as an integral part of a complicated physiological organism. He must be able to recognize the various pathological conditions of the eye and of the body as they affect the eye. The problems of binocular balance and the use of training methods in the correction of imbalances are an integral part of the psychology of vision and the optometrist must be well educated in all of these.

The schools are asking our assistance for the welfare of the child. The employer is trying to better the working conditions of his employees. The employees need more adequate protection. How optometry meets these challenges rests solely upon the shoulders of the individual optometrist who has a definite responsibility to mankind. The one who recognizes this responsibility will realize the great task before him and will continually try to increase his ability.

The optometric schools and colleges are training the new men about to enter the field, but it is the duty of every practicing optometrist to continue to keep abreast of the times. It is the duty of the Optometric Association, through the Department of Education, to keep every member informed of the newer developments and whenever possible to bring these developments to the members through the medium of published articles or lectures at meetings.

To stop progressing is to go backward—there is no standing still. Let no man allow Optometry to go backward; Optometry must progress.

DR. P. BENJAMIN STARTS PRACTICE

Dr. Philip Benjamin, optometrist, has announced the opening of his new office at 923 First Avenue, North, in St. Petersburg.

Dr. Benjamin, resident of St. Petersburg for the past eighteen years, attended local schools and Junior College. He graduated later from Northern Illinois College of Optometry, where he was a member and chancellor of the MSP fraternity.

After graduation, Dr. Benjamin served with the army and was attached to the medical department at Ft. Bliss during the war. Upon his discharge he was associated with Dr. A. H. Holloway. Until recently he was a member of the staff at the Veterans Hospital, Bay Pines.

Dr. Benjamin's new office has the latest modern equipment. He will specialize in visual training as well as refracting, a branch of optometry that involves the re-education of individuals with faulty visual habits. Dr. Benjamin is a member of the American Optometric Association and the Florida Optometric Association.

DR. LOVELL SUCCESSOR TO DR. BRAWLEY

The extensive optometric practice of the late Dr. James F. Brawley of Pinecastle, Florida, is being carried on by Dr. Winston H. Lovell, optometrist who has moved his family and practice from Florence, Alabama.

Dr. Lovell is a graduate of the Southern College of Optometry, Memphis, Tenn., in 1939 and except for three years active duty in the Navy has enjoyed private practice in Florence, Alabama. During Dr. Lovell's tour of duty he was in charge of the Optometric Clinic at the U. S. Naval Hospital at Jacksonville, Florida.

Woman's Auxiliary

OFFICERS

President — Mrs. Tom Moore
502 E. Park Avenue, Tallahassee, Florida

First Vice President — Mrs. Art Kitchen
12 S. Ft. Harrison Avenue, Clearwater, Florida

Second Vice President — Mrs. Leonard Barker
203 S. Orange Avenue, Orlando, Florida

Secretary-Treasurer — Mrs. Carol P. Ezell
Lake Wales, Florida

PRESIDENT'S MESSAGE

Greetings—

Along comes your president of the Florida Optometric Association Auxiliary to greet each member in our Auxiliary and to express gratitude for the honor and confidence you have bestowed upon me in drafting and electing me to serve as your State President.

The women present at our state convention (the first real business meeting since the war.) "Stepped forward" and accomplished much in perfecting and setting into working motion a re-organization of our women.

First and foremost, our By-Laws and Constitution was drafted and passed. Secondly, our membership dues were brought up to date and our National quota was sent in to National on time (thanks to our fine men of the state Association).

Our Auxiliary should be justly proud of the fact that, of the four delegates elected to attend the National Convention, three were there. They were: Mrs. Jack Bumpous of St. Petersburg, Mrs. G. L. Mandaville of Ft. Pierce and Mrs. Tom Moore of Tallahassee.

Women, our Auxiliary can be of great value to the Association. Think of the service it can render, the influence it can create, the inspiration every member can give to its function! I call on you—and you—and you to think and act in terms of the old American proverb—"Hats off to the past; coats off to the future."

DR. DUKE PASSES EXAM

Dr. W. M. Duke, Arcadia optometrist, was notified that he had passed the examination recently given by the State Board of Optometry and is now licensed to practice in Florida. Dr. Duke is a nephew of Dr. J. M. Morqus, and is associated with him in the practice of his profession.

Many a man who doesn't wear glasses, empties them.

State Board News

By DR. H. C. BUMPOUS

The annual meeting of the Florida State Board of Optometry was held at the Suwannee Hotel in St. Petersburg, Florida, July 17, 18, 19, 20 and 21, 1947.

At the annual election of officers the following were elected:

Dr. Tom Moore of Tallahassee, President
Dr. J. M. Morqus of Arcadia, Vice-President
Dr. H. C. Bumpous of St. Petersburg
Secretary-Treasurer, Re-elected.

Dr. Morqus was named chairman of the Law Enforcement Committee.

The following candidates were successful in passing the examination held in July:

Frank J. Altieri	Willis B. La Baw
Glenn D. Batteiger	William R. Matthews
William J. Burrows	Margaret A. Noland
Donald Earl Conant	Frank J. Recio
Marion B. Davise	Howard F. Rees
William Morqus Duke	Lester Lee Wilson
Joseph Hirsch	Henry L. Wolfe
William H. Koblenz	Norman L. Wooten

Harry Homer Lauderdale, Jr.

A special business session was held in Panama City August 30-31 and September 1, 1947, and an additional meeting with the State Association Executive Committee was held in Orlando October 19.

Due to several complaints having been received regarding newspaper, radio and similar advertising, the Board instructed their secretary to send out a letter to all optometrists registered to practice in Florida setting forth the advertising provisions of the optometry law and regulations of the Board.

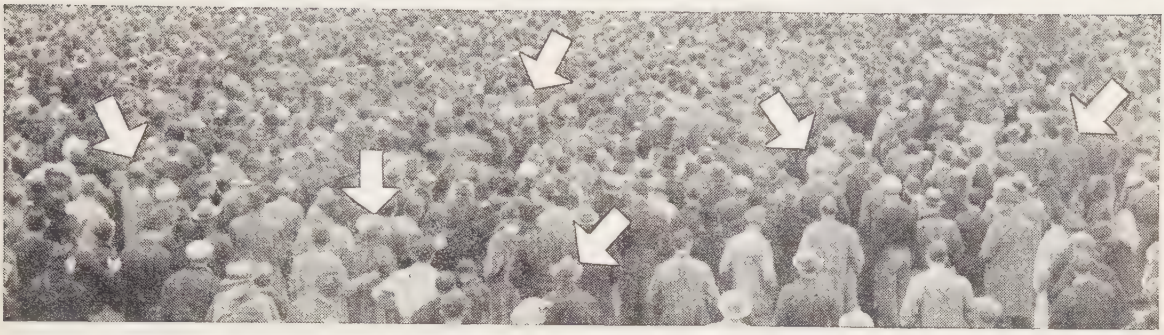
DR. NORMAN AND IDELLA WOOTEN OPEN OFFICES IN ST. PETERSBURG

Dr. Norman L. Wooten and his wife, Dr. Idella Wooten, both graduates of Southern College of Optometry at Memphis, Tenn., have opened their new optometry offices at 21 Second Street North, St. Petersburg.

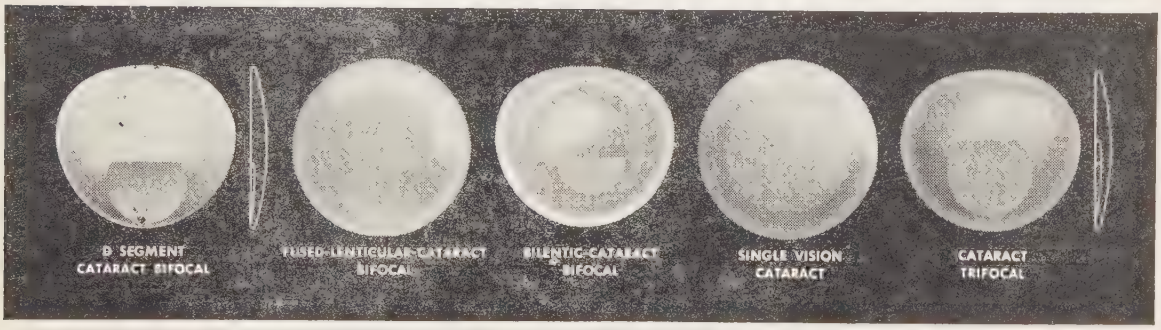
Dr. Wooten is a native of Forest City, N. C., and his wife, daughter of Mr. and Mrs. James Booth, is well known in St. Petersburg. She was born in St. Petersburg and attended public schools, senior high school and Junior College there before studying optometry in Memphis.

The offices follow a color scheme of shades that deepen from a light peach into a maroon. Gumwood partitioning and woodwork are also used.

Now—wherever Cataract strikes—



R_x: Univis – the only complete Cataract service



Now, the Univis Complete Multifocal Service includes a *Complete Cataract Service*—the first and only one in existence. Thus Univis again demonstrates its leadership and its intention to continue providing the ultimate in multifocal service to meet the pace of professional progress.

Three old favorites–the Univis Fused-Lenticular-Cataract, the Univis Bilentic-Cataract and the Univis Single Vision Cataract—again take their places in this service after having been out of production during war years. And they return finer than ever, made from an exclusive, revolutionary new Univis glass whose high index and low dispersion qualities permit color-free multifocals of extreme thinness and lightest possible weight.

Further, a 40% reduction in blank prices should make the Fused-Lenticular-Cataract Bifocal available to many more of your patients.

Completing the cataract service, two new lenses have been added. The D segment (for very inexpensive cataract Rx's) is cosmetically attractive and optically correct. The Trifocat (cataract trifocal) meets, for the first time, a need considered urgently important by many refractionists since no other presbyopic condition offers greater possibility for prescription of a trifocal than Aphakia.

Further detailed information is available in the booklet, "Correction of Aphakia," supplied upon request.

The Univis Lens Company • Dayton, Ohio

Univis *Bifocals and Trifocals*

Every Univis lens should be accompanied by this Guarantee Certificate. It identifies the quality controlled product and attests the experience and integrity of the manufacturer. Always insist on it when you prescribe from the Complete Multifocal Service.

Editorial

(Continued from Page One)

my chosen Profession. Your not being a member is almost proof that your interest is only luke warm.

3. DUTY. When you chose this as your Profession, you took on yourself certain obligations. Obligation, to advance your knowledge for public welfare. Obligation, to contribute something to your Profession. Obligation, to your family, that they may look upon you with pride. (My Dad is an Optometrist).

Now let us add these all together and see what we have. Unity plus Interest plus Duty plus Obligation equals The Best Optometrist in the world and you can bet he is a member and a success.

Signed, Dr. S. B. Schumacher.
Chairman, Membership Committee.

A girl with beautiful eyes soon puts a man on the blink.

The old go to church to close their eyes, the young to eye their clothes.

SOUTHEAST FLORIDA OPTOMETRIC ASSOCIATION MAKE PROGRESS

The recently formed Southeast Florida Optometric Association is rapidly becoming noted as a live wire organization with many enviable accomplishments.

They are firm believers in the old saying, "together we stand—divided we fall," as the membership consists of over 95% of the practicing optometrists in this area. The membership is always maintained 100% active as each member has a required number of meetings to attend, or is eliminated from the association.

The organization is to be congratulated on their many fine achievements, among them the progress made in eliminating advertising. The telephone directory no longer carries display advertising by an optometrist and lists all optometrists' names in light face type only. As a result of a recent action of the association, every public school in Southeast Florida will receive copies of the "Visual Digest." In addition many private schools, business schools and newspaper columnists will receive copies.

Plans are now being made by members of the Association to conduct a visual survey of school children.

Adaptability . . .

Shurset by Shuron has the versatility to accommodate the heaviest minus or plus lens. It is readily adaptable to all lens shapes without distortion or loss of D. B. L.

That is one of the prime reasons for the ever increasing popularity of SHURSET Ful-Vue mountings.

Central Optical Company

S. W. CORNER ST. EMANUEL & CONTI STREETS — MOBILE, ALA.

Patient Control

(Continued from Page 5)

work, and express interest in his profession of the duties of his work, and express interest in his profession or vocation. Someone once said that "It is well for each of us to remember that every man we meet is our superior in some way." It is important to remember that. Express admiration for the patient's superiority. He may have just had an argument with his boss, and will appreciate anyone who furnished needed food for his ego.

Make Your Surroundings "Express" You

In Shakespeare's time scenery was not used in theaters, the play being given before any curtain or even in the open air. It was the custom of the time to display a small sign reading, for instance, "This is the castle of King Lear." Today people favor the modern way of building scenery to really carry out the illusion of King Lear's castle. We want our patient to feel that he is entrusting his eyes to a professional man who knows his work and who is equipped to put his knowledge into effect for the patient's benefit and comfort. We do not want to be obliged to erect a sign reading "This is the castle of King Lear, optometrist." The stage should be set to look like we want the patient to know it to be. We should let our planned surrounding help handle the patient for us. We can best handle our patient by displaying in the office only such things as will lead the patient's thinking in the way we want it to go.

Don't talk optometry to him unless it fits into the picture; he doesn't care about optometry except as it can help him. Remember that to every man in the world he, himself, is the most important person. We can help ourselves with the patient if we help him pat himself on the back. While he is in our office he should be the most important person in the world to us, too, or we should not attempt to serve him.

EARLY HISTORY

(Continued from Page 7)

to make. This prompted further research and a lens was designed in 1930 here in this country that had a plastic scleral portion and a glass corneal portion. The scleral portion was designed in order to facilitate adjustments of the lenses and the glass corneal segment, which fits into the sclerel body like a watch crystal and was cemented in, had known optical properties.

(To Be Continued)

Senora

Browline

by Shuron

Never before has there been a zyl frame which could boast the combination of these optical and cosmetic features.

(1) complete optical fit-ability

(2) unusual simplicity and ease of mounting

(3) clear lower field of vision

(4) emphasis on Nature's accent—the brow line

(5) no under-eye shadow

(6) exclusive color—sparkling glamorous Cordova

Your Independent Supplier will be happy to serve you

Shuron **OPTICAL COMPANY, INC.**
GENEVA, NEW YORK

REPORT OF EXECUTIVE MEETING HELD IN ORLANDO

By DR. A. S. KITCHEN

Discussion of plans for the 1948 and 1949 national optometric conventions highlighted the meeting of the Executive Committee of the Florida Optometric Association, which convened at Orlando October 19th.

The meeting also marked the repeal of the Florida Code of Ethics and adoption of the code of the American Optometric Association, besides calling attention to several possible law violations. Provisions of the proposed new constitution and by-laws were briefly reviewed.

June 6, 7 and 8 were selected as tentative dates for the 1948 State Convention in Jacksonville, and a committee comprising Dr. S. Schneider, chairman; Dr. R. R. Bradford and Dr. Marshall Wright, was appointed to arrange details of the bid preparation for the 1949 National Convention in Miami Beach.

Meanwhile, Drs. Kennedy, Eychaner, Kitchen and Schumacher plan to visit the Miami Area about November 3rd in the interest of the Association's membership drive and the Optometric Fund.

Present at the Executive Committee meetings in Orlando were Drs. Kennedy, Kitchen, Ezell, McEwen, Holloway and Eychaner for the Florida Optometric Fund; Dr. Bradford, for the Southeast Florida Association, and Drs. Moore, Bumpous and Morqus of the Board.

DR. REES JOINS DR. H. C. BUMPOUS

Dr. Howard F. Rees, 625 Eighth Street South, St. Petersburg, has just been notified that he passed the examinations given by the Florida State Board of Optometry at the Suwanee Hotel.

Dr. Rees is a graduate of St. Petersburg Senior High School, and attended the University of Florida and Clemson College.

During the war he was employed by the government and stationed with the signal corps and Army Air Forces as radio and radar engineer in charge of radar installations.

Upon completion of his work with the Army Air Forces, Dr. Rees entered Southern College of Optometry at Memphis, Tenn., to continue his study of optometry and was graduated on June 18, 1947. Prior to the war he was employed by Dr. H. C. Bumpous, optometrist, for six years and is now permanently associated with Dr. Bumpous with offices on the third floor of the Florida National Bank Building in St. Petersburg.

Hygrade Optical Co., Inc.

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New York 10, N. Y.

ACCURATE ℞ SERVICE

SUPPLIERS OF ALL STANARD MAKE FRAMES — LENSES AND MATERIALS, OPHTHALMIC EQUIPMENT AND MACHINERY

Fastest Growing ℞ House in the East

Quality **Manufacturing Opticians** **Service**

FROM EVERY ANGLE...

It's Orthogon

Whether the patient looks up, down, or to the side, he has the full benefit of your prescription from edge-to-edge in Orthogon lenses. Designed to help you give extra protection and comfort to active modern eyes, Orthogon offers a full 60° angle of corrected vision. *In Soft-Lite, too.*

The SOUTHEASTERN OPTICAL CO., Inc.
distributors of
BAUSCH & LOMB PRODUCTS

ABSORPTIVE
TITMUS
VELVET-LITE
LENSES

WHY THE PROFESSION PRESCRIBES VELVET-LITES WITH CONFIDENCE

TITMUS VELVET-LITE, time-tried and tested, proved in performance, is unsurpassed among absorptive lenses. For neutral, natural absorption of light and glare, there are "A," "B" and "C" shades, in both single-vision and bifocals. Of the finest glass, TITMUS VELVET-LITE is the absorptive lens made to more than measure up to the highest professional requirements.

BVI

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WORLD'S LARGEST INDEPENDENT MANUFACTURERS
OF FIRST-QUALITY OPHTHALMIC LENSES

Florida West Coast's "Independent" Optical Supply House

EXCLUSIVELY SUPPLIERS

WE DO NO DISPENSING

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- ULTEX-K Bifocals
- UNIVIS Bifocals
- BAY STATE TRI-FLEX Mountings

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